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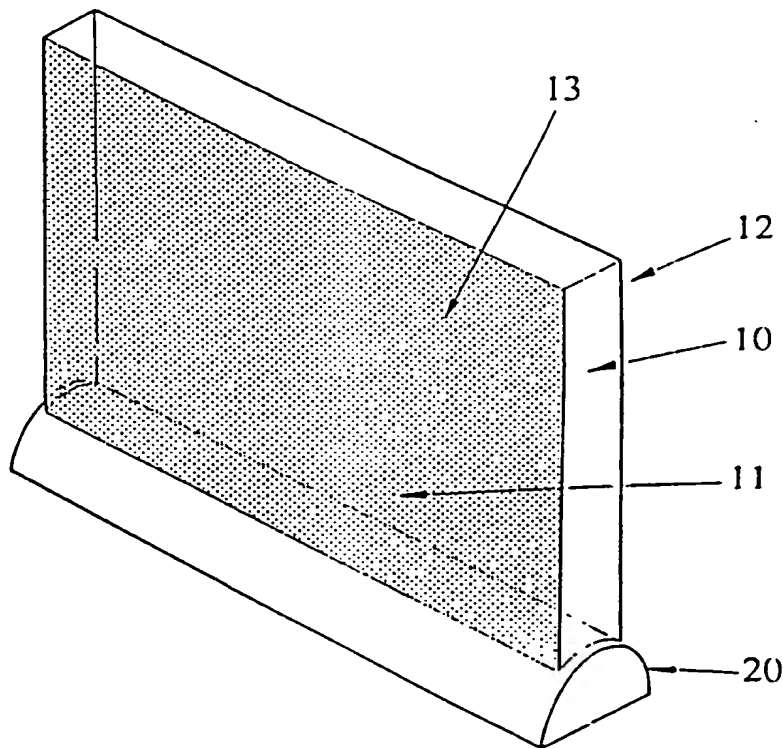
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(54) Title: A DISPLAY SYSTEM

(57) Abstract

The invention provides a novel illuminated display system wherein the system has at least one transparent sheet (10) having two opposing surfaces (11 and 12), wherein at least one of these surfaces has a matrix of dots (13) applied to its surface. It is preferred that both surfaces have the matrix of dots applied thereto. The display system is illuminated by a light source on the edge of the sign. The display system can be one-sided or double-sided.



A DISPLAY SYSTEM

The invention relates to a novel display system, and to in particular illuminated display boards.

5 Originally, illuminated display boards were essentially display boards with an external light source. For example, a billboard with lights. Smaller displays were generally even less sophisticated and were not even illuminated.

As the market grew and the need for advertising increased so has the need for more sophisticated but just as simple display systems.

10 With the advent of translucent plastics, back-illuminated signs and displays have become very popular. This type of system essentially comprises a bank of lights, generally the fluorescent variety with a translucent sheet with the sign applied thereto; either by the way of painting or etching and the like. Large banks of lights are often required to illuminate the entire surface of the signs. A disadvantage of such back-illuminated signs is that a large number of lights are required, increasing running costs
15 and maintenance costs since they are continually needing to be replaced. Furthermore, when one light needs to be replaced generally the entire sign needs to be dismantled, which is a great inconvenience when a large sign is involved.

Clear sheet materials with the sign directly applied to the surface have recently been used. However, the problem with these types of signs/displays, as with the back-illuminated signs, a number of lights are required to fully illuminate the sign. In this
20 case the display requires a light source along each edge of the sheet in order for the sign to be illuminated and even then the middle portion of the display is not illuminated to the same degree as the edges.

25 The prior art has attempted to increase the degree of illumination of translucent and transparent mediums and generally these attempts have not been particularly successful when applied to larger areas which is often the case with signs. Illumination of a small area is generally easier and an attempt at increasing the illumination of a small area is discussed in U.S. Patent No. 3,241,256. This patent dealt with providing uniform brightness on instrument dials, scales and indicator tapes, generally small in nature. A
30 dot pattern was applied to the rear side of the light transmitting block only wherein the block is supported by a plate. As with previous systems, when larger areas are required to be illuminated, a number of light sources are required to fully illuminate the entire area of the sign.

The present invention provides a novel illuminated display system which reduces the number of lights required to illuminate the same size display and also alleviate some of the other problems of the prior art.

5 The invention provides an illuminated display system comprising a transparent medium having two opposing surfaces to be illuminated, wherein both of said surfaces to be illuminated have a matrix of dots substantially covering said surfaces to be illuminated resulting in an increased illumination of the surfaces to be illuminated.

10 The invention also provides an article for use in an illuminated display system comprising a transparent medium having two opposing surfaces to be illuminated wherein both of said surfaces to be illuminated has a matrix of dots substantially covering said surfaces to be illuminated.

15 The invention further provides an article for fixing on to a transparent sheet used in an illuminated display system comprising a transparent film with a matrix of dots applied thereto.

20 Surprisingly and advantageously, the illuminated display system of the present invention with a dot matrix applied to both sides of the transparent sheet, provides greater and more even illumination of the sign. This is also true for large signs. The prior art does not discuss this important finding and the theory does not predict that by applying a dot matrix to both sides would enhance illumination significantly. Also by using the system, maintenance is reduced as well as the power requirements.

25 The light source is generally fixed to only one edge of the transparent sheet. Only in very large signs may another light source be required on another edge.

Furthermore, the density of dots preferably increases along the transparent sheet in the direction from the edge where the light source is to be fixed.

30 To increase the density of dots the dots can either increase in number and the gaps between the dots decreases in size or alternatively, the gaps between the dots stay the same and the size of the dots increases.



"Dots" used in the specification and in the claims can be of any size or shape, for example square, round, rectangular, triangular and in fact can be of irregular shape. The dots are translucent or opaque and more preferably light-coloured for example, white.

5 "Matrix" used in the specification can be any display or array of the dots as herein defined.

"Transparent medium" used in the specification and claims means one or more transparent sheets.

10 The dots can be applied to the transparent sheet by etching, painting, screen printing or any other means of applying a medium to a transparent sheet. Alternatively, the matrix of dots may be applied to a transparent film which then may be adhered to the transparent sheet.

The transparent medium may be glass or plastic but is preferably acrylic.

15 Generally to form the sign, in the case of a one-sided sign, a backing plate is provided which is generally opaque and light in colour, preferably white.

In the case of a two-sided sign, another sheet with a light coloured face, preferably white, facing the dot matrix of the transparent sheet, is attached. This other sheet may be plain or have the sign applied to the other side. This other sheet should be sufficiently translucent to allow some light to pass through and
20 illuminate the sign. The other sheet may be made of any material including plastics and paper.

The light source can be retained in a carrier which can also act as a support for the transparent sheet. Preferably the light source is a fluorescent tube or depending on the size of the display, a number of tubes.

25

The article for use in an illuminated display system of the invention can be placed within a box structure wherein translucent panels are provided and the article in combination with the light source acts as an extended light source.

30

Figure 1 illustrates a preferred embodiment of an illuminated display system of the present invention.

Figure 2a illustrates a preferred embodiment of a one-sided sign.

Figure 2b illustrates a preferred embodiment of a two-sided sign.

Item 10 illustrates a transparent sheet 10 with the matrix of dots 13



applied to the surface 11. A matrix of dots 13 is also applied to the other side 12.

The transparent medium 10 can be accommodated in a carrier 20 which also houses a light source (not shown). It should be noted that the light source can be affixed in alternate ways, providing the light source is substantially on the edge of the transparent sheet 10.

Figure 2a illustrates an arrangement for a one-sided sign in accordance with the invention. Transparent medium 10 has dot matrix 13 applied to both surfaces 11 and 12 to be illuminated. A backing sheet 14 which is opaque and preferably white in colour is fixed to the transparent medium 10. The figure illustrates that there is a gap between each of the layers for clarity only, in practice the layers would be in substantial contact with each other. Sheet 15 has the sign printed on its front side. The side of sheet 15 in substantial contact with transparent medium 10 is light in colour and generally white. Sheet 15 is sufficiently translucent to allow some light to pass through the sheet and illuminate the sign. Materials found to be sufficiently translucent include paper (for example posters) and plastic materials.

Figure 2b illustrates an arrangement for a two-sided sign in accordance with the invention. In the case of a two-sided sign, sufficiently translucent sheets 16 are fixed to the transparent medium 10 with dot matrix thereon. These sheets 16 may be plain or have the sign applied to the outer face of the sheet. The face contacting the transparent sheet 10, at least, is light coloured and preferably white. Similarly if the sheet 16 is plain, the sheet is preferably light coloured and more preferably white. In the case where sheets 16 are plain, further sheets 17 may be incorporated into the sign system, wherein the sheets 17 have the sign applied thereto. Once again sheets 17 are sufficiently translucent to allow some of the light to pass through and illuminate the sign. Similarly for the one-sided sign sheet 15 may be plain and an additional translucent sheet (not shown) can be fixed in front of the plain sheet 15.

Framework (not shown) or the like, can be used to secure all of the layers together. Similarly the carrier and light source housing 20 can also retain the translucent sign sheet.



To more clearly illustrate the present invention tests were conducted on different sized signs wherein the dot matrix in the first instance is only applied to one side of the transparent medium. The dot matrix in this preferred embodiment is applied by screen printing white dots directly on to the transparent material, in this case perspex. The density of the dot matrix, as indicated previously, increases away from the light source.

Secondly, the dot matrix is applied to both sides of the transparent medium in the same way as for the one-sided application.

In both cases only one edge of the sign had a lighting means attached thereto and fluorescent lighting was used. Furthermore, only one-sided signs were formed, and thus an opaque white backing sheet was used in the trials.

Light meter readings were taken at two positions on each of the signs, midway from the light source and at the opposite end of the light source.

The results of the tests are shown below:



Table 1

Size of Sign (cm x cm)		Light Meter Reading (Lux)		(cm) Distance from light source light travelled
		Midway from light source	At Opposite end of light source	
30 x 16	one-sided	2600	2400	16
	two-sided	3400	2400	
30 x 30	one-sided	1500	1250	30
	two-sided	1950	1450	
60 x 45	one-sided	475	435	45
	two-sided	810	685	
60 x 60	one-sided	440	300	60
	two-sided	720	440	

Further experiments were conducted by Optical and Photometric Technology Pty, a NATA registered organisation on two acrylic sheets which had the dimensions 10 mm (thick) x 520 mm (long) x 260 mm (wide). One of the sheets had the dot matrix applied to both sides, the other sheet had the same pattern applied but to only one side. The panels were illuminated on the edge along the 260 mm side. The illumination source was an Osram Deluxe SLP 11W/21 orientated horizontally and housed in a triangular aluminium extrusion.

The results of the experiments on each sheet are shown in Table 2. Table 2 illustrates the sheets per se and the values represent the Luminance values at that particular location on the sheet. The light source is attached at the top of the page.



TABLE 2

260 mm (Light Source)

5

10

15

20

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35

520 mm

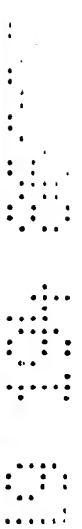
202 [52]	200 [55]	121 [37]
224 [74]	221 [68]	146 [48]
218 [80]	204 [74]	158 [59]
184 [87]	177 [75]	146 [60]
143 [79]	140 [72]	119 [57]
109 [67]	107 [59]	92 [54]
76 [61]	72 [58]	63 [52]
59 [60]	57 [58]	52 [54]



Luminance values in lumens for the double sided application are in numbers without brackets, luminance values in lumens for the single sided application are in [Brackets]

5 The test results in both trials clearly indicate a marked improvement of the illumination of the sign when the dot matrix is applied to both sides of the transparent medium. This is especially true in the middle of the sign wherein most of the message to be illuminated is placed. Furthermore the effectiveness of the dot matrix is still good even for larger sizes.

10 The display system in accordance with the invention can be used in small and very large displays and advantageously providing good illumination without the large number of lights previously required. Manufacturing and maintenance of the signs is less time consuming and simpler.



THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. An illuminated display system comprising a transparent medium having first and second opposing surfaces to be illuminated, wherein both of the surfaces have a matrix of dots substantially covering the entire surfaces to be illuminated for providing an even and increased illumination throughout the first and second surfaces, the matrix of dots not forming a or part of a message or information to be illuminated.
2. The illuminated display system of claim 1, wherein the dots are translucent.
3. The illuminated display system of claim 1, further comprising at least sufficiently translucent sheet having at least one light-coloured surface thereon.
4. The illuminated display system of claim 3, wherein at least one light coloured surface contacts the first surface to be illuminated of the transparent medium with the matrix of dots thereon.
5. The illuminated display system of claim 4, further comprising a light-coloured opaque sheet which contacts the second surface to be illuminated of the transparent medium with the matrix of dots thereon.
6. The illuminated display system of claim 1, further comprising a light surface in communication with the transparent medium and wherein the matrix of dots is configured such that the density of dots in number increases away from the light source.
7. An article for use in an illuminated display system comprising a transparent medium having two opposing surfaces to be illuminated wherein both of said surfaces to be illuminated has a matrix of dots substantially covering said surfaces to be illuminated for providing even and increased illumination



throughout the first and second surfaces, the matrix of dots not forming a or part of a message or information to be illuminated.

8. The article of claim 7, wherein the matrix of dots are applied to the transparent medium by etching, painting, screen-printing or as a transparent film with the matrix of dots applied thereto and the film then adhered to the transparent medium.

9. An article for fixing on to a transparent medium used in an illuminated display system as claimed in any one of claims 1 to 8 comprising a transparent film with a matrix of dots applied thereto.

DATED this 23rd day of September 1994

ILLUMINATION RESEARCH GROUP (PROPERTIES) PTY LTD

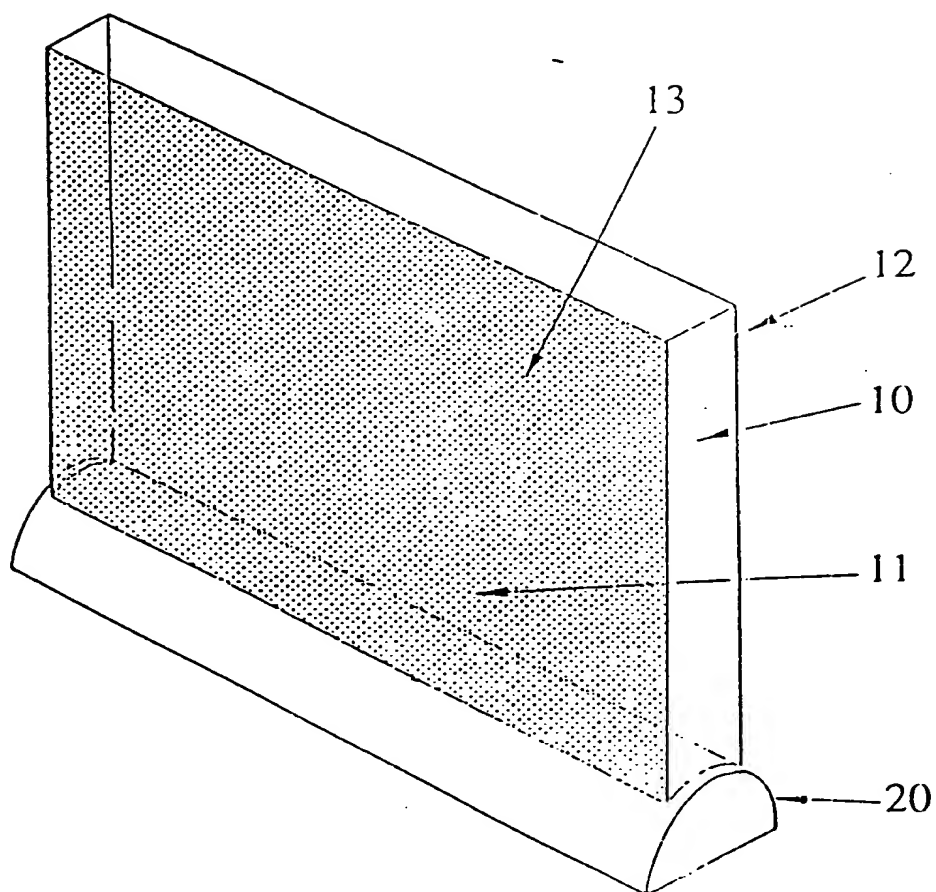
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AU8622691.WPC [DOC. 05] / LPS:MK



1/2

Fig 1.



2/2

Fig 2b

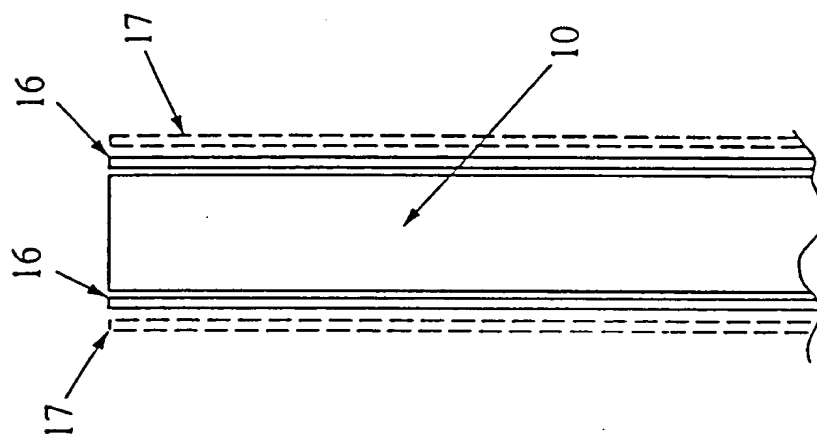
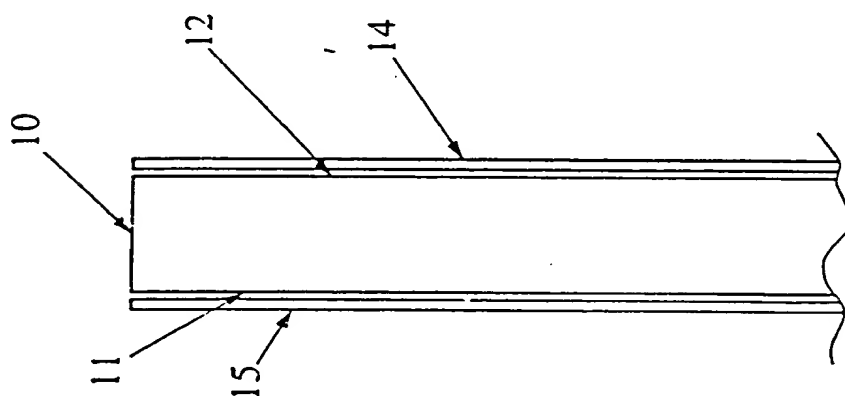


Fig 2a



INTERNATIONAL SEARCH REPORT

I. CLASSIFICATION OF SUBJECT MATTER (If several classification symbols apply, indicate all) ⁶		
According to International Patent classification (IPC) or to both National Classification and IPC Int. Cl.* G09F 13/18		
II. FIELDS SEARCHED		
Minimum Documentation Searched ⁷		
Classification System	Classification Symbols	
IPC	G09F 13/18	
Documentation Searched other than Minimum Documentation to the extent that such Documents are included in the Fields Searched ⁸		
AU IPC as above.		
III. DOCUMENTS CONSIDERED TO BE RELEVANT ⁹		
Category ¹⁰	Citation of Document, ¹¹ with indication, where appropriate of the relevant passages ¹²	Relevant to Claim No ¹³
X	Patent Abstracts of Japan, P1156, page 157, JP,A, 2-269382 (MEITAKU SYST KK) 2 November 1990 (02.11.90).	
X	Patent Abstracts of Japan, P1101, page 11, JP,A, 2-157791 (FUJITSU LTD) 18 June 1990 (18.06.90).	
A,P	US,A, 4975809 (KU) 4 December 1990 (04.12.90) see whole document	
A,P	US,A, 4974354 (HEMBROOK, JR) 4 December 1990 (04.12.90) see whole document.	
A	US,A, 4715137 (SCHEVE) 29 December 1987 (29.12.87) see whole document. (continued)	
<p>* Special categories of cited documents : ¹⁰</p> <p>"A" Document defining the general state of the art which is not considered to be of particular relevance</p> <p>"E" earlier document but published on or after the international filing date</p> <p>"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</p> <p>"O" document referring to an oral disclosure, use, exhibition or other means</p> <p>"P" document published prior to the international filing date but later than the priority date claimed</p> <p>"T" Later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention</p> <p>"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step</p> <p>"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art</p> <p>"Z" document member of the same patent family</p>		
IV. CERTIFICATION		
Date of the Actual Completion of the International Search 18 December 1991 (18.12.91)		Date of Mailing of this International Search Report 24 December 91
International Searching Authority AUSTRALIAN PATENT OFFICE		Signature of Authorized Officer A. EVANS <i>A. Evans</i>

FURTHER INFORMATION CONTINUED FROM THE SECOND SHEET

A

AU.A, 49428/85 (MARK NINE ENGINEERING (PROPRIETARY) LIMITED)
15 May 1986 (15.05.86) see whole document.

V. ☐ OBSERVATIONS WHERE CERTAIN CLAIMS WERE FOUND UNSEARCHABLE ¹

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claim numbers ..., because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claim numbers ..., because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
3. ☐ Claim numbers ..., because they are dependent claims and are not drafted in accordance with the second and third sentences of PCT Rule 6.4a

VI. ☐ OBSERVATIONS WHERE UNITY OF INVENTION IS LACKING ²

This International Searching Authority found multiple inventions in this international application as follows:

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims of the international application.
2. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims of the international application for which fees were paid, specifically claims:
3. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claim numbers:
4. ☐ As all searchable claims could be searched without effort justifying an additional fee, the International Searching Authority did not invite payment of any additional fee.

Remark on Protest

- ☐ The additional search fees were accompanied by applicant's protest.
- ☐ No protest accompanied the payment of additional search fees.

**ANNEX TO THE INTERNATIONAL SEARCH REPORT ON
INTERNATIONAL APPLICATION NO. PCT/AU 91/00436**

This Annex lists the known "A" publication level patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

Patent Document Cited in Search Report		Patent Family Member
JP	2269382	
JP	2157791	
US	4975809	
US	4974354	
US	4715137	
AU	49428/85	ZA 8508575

END OF ANNEX